

ORDER

Orders	Order / Rev:	211395	
	Alt Order #:		
	Product Desc:	ELENI KOUNALAKIS FOR LT. GOVERN	
	Estimate:	2085 5/7-5/13/2018	KGO-TV
	Flight Dates:	05/07/18 - 05/13/18	Primary AE: Christopher Larcade
	Original Date / Rev:	05/02/18 / 05/02/18	Sales Office: N-PH
	Order Type:	GEN	Sales Region: National
Agency	Name:	Sadler Strategic Media	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		12103 Viewcrest Rd.	Billing Cycle: EOM/EOC
		Studio City, CA 91604	Agency Commission: 15%
Advertiser	Name:	Eleni Kounalakis For Lt. Govenor	New Business Thru:
	Demographic:	A35+	Order Separation: 00:20:00
	Product Codes:	Local/State Candidate	Advertiser External ID:
	Priority:	P-03	Agency External ID:
	Revenue Code 1:	AGY	Unit Code: General
	Revenue Code 2:	POL	
	Revenue Code 3:	POL-CAND	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
04/30/18	05/13/18	71	\$102,500.00	\$87,125.00	May 2018	71	\$102,500.00	\$87,125.00	0.00
					Totals	71	\$102,500.00	\$87,125.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$102,500.00
Market	100%	\$341,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$34,166.67
KNTV	20%	\$68,333.33
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$34,166.67
KTVU	30%	\$102,500.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/07/18	05/13/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	11111--	:30	5	\$100.00	P-03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 05/07/18		05/07/18	05/13/18	11111--			5		\$100.00		0.00				

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 Estimate: 2085 5/7-5/13/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KGO	05/07/18	05/13/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	11111--	:30	5	\$350.00	P-03	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	11111--					5	\$350.00		0.00			
N 3	KGO	05/07/18	05/13/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	22222--	:30	10	\$400.00	P-03	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	22222--					10	\$400.00		0.00			
N 4	KGO	05/07/18	05/13/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	1-111--	:30	4	\$300.00	P-03	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	1-111--					4	\$300.00		0.00			
N 5	KGO	05/07/18	05/13/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	11111--					5	\$800.00		0.00			
N 6	KGO	05/07/18	05/13/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	-1-11--	:30	3	\$200.00	P-03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	-1-11--					3	\$200.00		0.00			
N 7	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	11-11--	:30	4	\$450.00	P-03	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	11-11--					4	\$450.00		0.00			
N 8	KGO	05/07/18	05/13/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	111-1--	:30	4	\$500.00	P-03	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	111-1--					4	\$500.00		0.00			
N 9	KGO	05/07/18	05/13/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	1-1-1--	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	1-1-1--					3	\$900.00		0.00			
N 10	KGO	05/07/18	05/13/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	-1-11--	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	-1-11--					3	\$900.00		0.00			
N 11	KGO	05/07/18	05/13/18	Mon Prime Other A Mon Prime Other A	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	1-----	:30	1	\$4,000.00	P-03	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	1-----					1	\$4,000.00		0.00			
N 12	KGO	05/07/18	05/13/18	Wed Prime Hour A Wed Prime Hour 1	CM	Cc 8p-9p	--1----	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	--1----					1	\$2,500.00		0.00			
N 13	KGO	05/07/18	05/13/18	Wed Prime Hour B Wed Prime Hour 2	CM	Cc 9p-10p	--1----	:30	1	\$6,000.00	P-03	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	--1----					1	\$6,000.00		0.00			
N 14	KGO	05/07/18	05/13/18	Wed Prime Hour C Wed Prime Hour 3	CM	Cc 10p-11p	--1----	:30	1	\$3,000.00	P-03	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	--1----					1	\$3,000.00		0.00			
N 15	KGO	05/07/18	05/13/18	Thurs Prime Hour A Thu Prime Hour 1	CM	Cc 8p-9p	---1---	:30	1	\$5,000.00	P-03	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	---1---					1	\$5,000.00		0.00			
N 16	KGO	05/07/18	05/13/18	Fri Prime Hour A Fri Prime Hour 1	CM	Cc 8p-9P	----1--	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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KGO-TV

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	----1--		1				\$1,500.00		0.00			
N17	KGO	05/07/18	05/13/18	11p-1135p Late News MCM ABC7 11p News	CM	11p-1135p	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11111--		5				\$800.00		0.00			
N18	KGO	05/07/18	05/13/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	1135p-1237a	11111--	:30	5	\$400.00	P-03	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	11111--		5				\$400.00		0.00			
N19	KGO	05/07/18	05/13/18	This Week 8a-9a Su This Week	CM	8a-9a	-----1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-----1		1				\$1,000.00		0.00			
N20	KGO	05/07/18	05/13/18	American Idol 5p WC American Idol 5p WC	CM	458p-7p	-----1	:30	1	\$6,000.00	P-03	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-----1		1				\$6,000.00		0.00			
N21	KGO	05/07/18	05/13/18	Mon Prime Hour C Mon Prime Hour 3	CM	10p-11p	1-----	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	1-----		1				\$2,000.00		0.00			
N22	KGO	05/07/18	05/13/18	Thurs Prime Hour B Thu Prime Hour 2	CM	9p-10p	---1---	:30	1	\$4,750.00	P-02	0.00	NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	---1---		1				\$4,750.00		0.00			
N23	KGO	05/07/18	05/13/18	Sun Prime Other A Sun Prime Various	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-----2	:30	2	\$4,000.00	P-03	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-----2		2				\$4,000.00		0.00			
N24	KGO	05/07/18	05/13/18	Sun Prime Hour D Sun Prime Hour 4	CM	10p-11p	-----1	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-----1		1				\$1,500.00		0.00			
N25	KGO	05/07/18	05/13/18	NBA Conf Day Semi-Fin NBA Conf Weekend Semi-Fin	CM	12:00 PM-2:30 PM (12:00 PM-2:30 PM)	-----2	:30	2	\$15,000.00	P-03	0.00	NM	2	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 05/07/18		05/07/18	05/13/18	-----2		2				\$15,000.00		0.00			
													Totals	71	\$102,500.00